

53RD ANNUAL CONFERENCE

APT Rock n' Rolling in Memphis

July 22-25, 2018 • Memphis, Tennessee • The Peabody Hotel



2018 Sponsor, Exhibitor and
Advertiser Prospectus





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Association Overview

The Association of Public Treasurers of the United States & Canada (APT US&C) is a growing, dynamic organization promoting the interests of more than 750 public treasury managers, financial officers and private sector representatives.

Mission

The mission of APT US&C is to provide quality treasury management education and training, professional certification, peer interaction, and professional connection opportunities for public treasury and financial officials. We achieve this mission through a wide variety of activities such as:

- Meeting, networking and sharing ideas at our annual conferences.
- Providing unique and valuable educational experiences for the participants ranging from nuts and bolts to advanced-level academic subjects facilitated by qualified speakers from across the country.
- Offering certification and accreditation programs in public finance administration, public funds management, investment policy, cash handling, disaster preparedness and debt policy.
- Working with affiliated state associations from across the United States and Canada.

Conference Overview

We have been very successful in providing outstanding educational opportunities, certifying treasury skills, facilitating peer-to-peer interaction, and creating opportunities for corporate partners to engage with members.





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Contacts

Conference Chair & APT US&C Vice President

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APT US&C Sponsorship & Sales Manager

(Submission of exhibitor forms)
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Corporate Headquarters:

Association of Public Treasurers
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Oak Creek, WI 53154
414.908.4947
info@aptusc.org

GREETINGS!

It's my pleasure to personally extend an invitation to you to participate in the 53rd annual national conference of the Association of Public Treasurers of the United States and Canada in Memphis, Tennessee.

I'd like to take the opportunity to express my appreciation to this year's Association Vice President and Conference Chair, Michael Pettigrew, for her leadership in planning the 2018 conference. Plans are underway to develop a conference program that meets the objectives of the Association's mission statement "To provide quality treasury management education and training, professional certification, peer interaction and professional connection opportunities for public treasury and financial officials."

This year's conference will also serve as an opportunity for the Association to refocus our efforts on you, our corporate partners. This conference, like all past conferences, would not be possible without our many corporate partners. Your contribution to our conference is invaluable and this year's conference will be focused on providing you, as our partner, the best "experience" possible, both in getting your name, services and products before over 700 members nationwide, but also multiple opportunities to network with our conference attendees during the conference, events and other informal functions. In addition, special rates are offered for advertising and, depending on level of support, certain opportunities for your speakers to provide training sessions.

Our Executive Director and Conference Manager will be available to assist you in answering questions, arranging the opportunities to suit your needs and providing the optimal benefits available to you as a partner.

I sincerely hope that I'll have the opportunity to see you in Memphis and I look forward to a successful year in our relationship.

Sincerely,

Bob Ponkilla
President, APT US&C
City Treasurer
City of Oklahoma City, OK





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HOTEL AND TRAVEL

APT US&C's 53rd Annual Conference will be held in Memphis, Tennessee at the Peabody Hotel where all meeting sessions will take place.

The Peabody is also one of Memphis' most beloved attractions with the "Peabody Ducks" that live on the hotel rooftop and make daily treks to the lobby.

Nestled in the heart of downtown, The Peabody's historic Forbes Four-Star, AAA Four-Diamond hotel offers a one-of-a-kind experience just blocks from Beale Street, the Memphis Rock 'n Soul Museum, the Gibson Guitar Factory, Fed-Ex Forum, Sun Studio, the Orpheum Theatre and the Memphis Cook Convention Center. Within walking distance are amazing restaurants serving the food for which Memphis is known.

The Peabody Memphis
149 Union Ave
Memphis, TN 38103
Reservations: (901) 529-4000
www.peabodymemphis.co

Hotel Group Rate: \$174 single occupancy
\$25 for each additional person per night





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GREAT INVESTMENT

The 53rd Annual APT US&C Conference will engage key public treasury management professionals from across the country. The conference provides the perfect opportunity to reach key decision makers before and during the conference. Take advantage of this opportunity to enhance your company's visibility, maximize your company's brand, expand sales, and obtain new customers at this targeted industry event.

Sponsorships are available at the Platinum, Gold, Silver, and Bronze Levels as well as named sponsorship opportunities. APT US&C is committed to providing top-notch marketing opportunities for its Sponsors and Exhibitors while offering outstanding educational programs and informational resources to APT US&C members. We appreciate all of the support from our industry partners and look forward to your participation in the 2018 APT US&C Conference.

By sponsoring, exhibiting, and/or advertising, your company will be recognized as a strong supporter of the public treasury management profession and APT US&C. **Register today!**

CONFERENCE SPONSORSHIP

The following opportunities are available for the APT US&C 53rd Annual Conference.

Platinum Level – \$7,500

Enjoy prominent visibility as a Platinum Level Sponsor and receive the following benefits:

- Opportunity to welcome conference attendees during the conference
- Participation in vendor lunch
- Three complimentary conference registrations
- Full page color ad in the Conference Program Book
- First priority for a speaking session
- Mention on marketing materials for the conference
- Company logo on conference signage
- Company logo on APT US&C website for one year
- Ability to include marketing materials in conference bags
- Exhibit opportunity
- Listing in the Conference Program Book
- Verbal recognition throughout the conference

Gold Level – \$5,000

Spotlight your company as a Gold Level Sponsor and receive the following benefits:

- Two complimentary conference registrations
- Second priority for a speaking session
- Full page black and white ad in the Conference Program Book
- Company logo on conference signage
- Company logo on APT US&C website for one year
- Ability to include marketing materials in conference bags
- Exhibit opportunity
- Listing in the Conference Program Book
- Verbal recognition throughout the conference

Silver Level – \$3,500

As a Silver Level Sponsor, your company will receive the following benefits:

- One complimentary conference registration
- Third priority for a speaking session
- Half page black and white ad in the Conference Program Book
- Company logo on conference signage
- Company logo on APT US&C website for one year
- Ability to include marketing materials in conference bags
- Exhibit opportunity
- Listing in the Conference Program Book
- Verbal recognition throughout the conference

Bronze Level – \$2,500

As a Bronze Level Sponsor, your company will receive the following benefits:

- One complimentary conference registration
- Quarter page black and white ad in the Conference Program Book
- Company logo on conference signage
- Company logo on APT US&C website for one year
- Ability to include marketing materials in conference bags
- Exhibit opportunity
- Listing in the Conference Program Book
- Verbal recognition throughout the conference



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NAMED SPONSORSHIP OPPORTUNITIES

All session, event and named sponsorship opportunities include:

- Benefits of the General Conference Support Level (see Association Sponsor Levels and Benefits on page 6).
- Sponsorship statement of the session, event or item which will appear in the Conference Program (if received by 6/15/18) on session signage, on the Conference website, and in the event mobile app.
- Session, workshop, and meal sponsors are announced at the beginning and end of each session, workshop, or meal.
- Event sponsors are publicly thanked at the beginning of each event

Lanyards (\$2,750)

This item is a necessity for all attendees so why not be associated with each one of them. Let our attendees know you support APT US&C while getting your company recognition. The Lanyard Sponsorship comes with all of the benefits of the Bronze Sponsorship.

Conference Tote Bags (\$5,250)

Highlight your company on the official attendee conference bag. Conference bags are provided to each of our conference attendees along with their registration materials. As a sponsor your company name or logo, along with the APT US&C logo, will be imprinted on each conference bag. The Conference Tote Bag Sponsorship comes with all of the benefits of the Gold Sponsorship.

Welcome Reception (\$2,500) Multiple Available

Conference attendees mingle with members of the APT US&C Executive Board and other society leaders over wine and hors d'oeuvres. The Welcome Reception Sponsorship comes with all of the benefits of the Bronze Sponsorship.

Sunday, July 22
250+ attendees

Monday Breakfast (\$1,500)

All attendees, including individuals serving in a leadership role within APT US&C, will be invited to attend this breakfast buffet event. The Monday Breakfast Sponsorship comes with all of the benefits of the Conference Support Sponsorship.

Monday, July 23
250+ attendees

Tuesday Breakfast (\$1,500)

All attendees, including individuals serving in a leadership role within APT US&C, will be invited to attend this breakfast buffet event. The Tuesday Breakfast Sponsorship comes with all of the benefits of the Conference Support Sponsorship.

Tuesday, July 24
250+ attendees

Monday Lunch (\$1,500)

All attendees, including individuals serving in a leadership role within APT US&C, will be invited to attend this event. The Monday Lunch Sponsorship comes with all of the benefits of the Conference Support Sponsorship.

Monday, July 23
250+ attendees

Tuesday Lunch (\$1,500)

All attendees, including individuals serving in a leadership role within APT US&C, will be invited to attend this event. The Tuesday Lunch Sponsorship comes with all of the benefits of the Conference Support Sponsorship.

Tuesday, July 24
250+ attendees

Tuesday Evening Dinner (\$6,000)

All attendees, including individuals serving in a leadership role within APT US&C, will be invited to attend this event. The Tuesday Evening Dinner Sponsorship comes with all of the benefits of the Platinum Sponsorship.

Tuesday, July 24
200+ attendees

Special Networking Events (\$3,000)

Our networking events are one of the highlights of the conference, and to which all of the attendees are invited. As a networking sponsor, you will be the one highlighted at the event in the conference program book, online app, signage and one on one networking. This sponsorship also receives all of the benefits that the Bronze sponsor receives as outlined on the following page. The Special Networking Sponsorship comes with all of the benefits of the Silver Sponsorship.

Sunday, July 22
250+ attendees

Please contact **Becky Schlevensky** at b.schlevensky@aptusc.org or via phone at **414-908-4947 x111** for information on Named Sponsorship Opportunities, to sponsor a Session/Workshop, or to inquire about additional sponsorships.



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ASSOCIATION SPONSOR LEVELS AND BENEFITS

Benefits Included	Conference Support (\$1,500)	Bronze (\$2,500)	Silver (\$3,500)	Gold (\$5,000)	Platinum (\$7,500)
Printed conference program recognition (if artwork received by 6/15/18).	Name listed	1/4 page black & white ad	1/2 page black & white ad	Full page black & white ad	Full page color (premium placement)
Linked logo on APT US&C conference website for one year (begins upon receipt of payment).	X	X	X	X	X
Name prominently displayed on sponsorship signage at the conference.	X	X	X	X	X
Opportunity to enclose one self-supplied product/brochure in conference bags.	X	X	X	X	X
Complimentary exhibit space.	—	X	X	X	X
Verbal name recognition at ceremonies during the conference.	—	X	X	X	X
Option of first right of refusal for sponsoring all subsequent conferences.	—	X	X	X	X
Number of complimentary conference registrations included.	—	1	1	2	3
Priority for speaking session.	—	—	3rd	2nd	1st
Participation in vendor lunch.	—	—	—	—	X



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EXHIBITORS

Raise Your Business to the Next Level!

The APT US&C Annual Conference is the foremost event to help your company meet and interact with hundreds of public finance officials and public treasurers who are decision makers. Your company will have the chance to stake out new leads and claim new customers by showcasing your products and/or services. Morning and afternoon breaks will be held in the exhibit hall to maximize contact with attendees.

If you have products and/or services that are a must-have for public finance officials and public treasurers, you should be at the Annual Conference. Your competitors will be at APT US&C 2018 Annual Conference and so should you!

Exhibitor Rates			
Membership Type	Early Bird Registration Postmarked by June 1, 2018	Regular Registration Postmarked by July 1, 2018	Postmarked after July 1, 2018
APT US&C Member	\$1,250.00	\$1,450.00	\$1,650.00
Non Member	\$1,650.00	\$1,850.00	\$2,050.00

What is Included with Your Booth?

Exhibitors will receive the following benefits with their booth space:

- A (6') six-foot table for table top exhibits, draped and skirted with two chairs.
- Two complimentary registrations which include opening reception, refreshment breaks, breakfasts, lunches, reception/dinner, and entrance to all APT US&C programs and social events.
- Two complimentary exhibit hall only passes per booth – exhibit hall only passes provide access to the exhibit hall during set-up, tear-down, and exhibit hall hours. It does not include ANY meal functions.
- Company listing and description in the 2018 Conference Program Book and mobile app.
- On-site attendee roster, which includes attendee name, entity title, address, phone number, and email address.
- Booth furnishings (furniture, carpet, electrical, Internet, phone, and etc.) are NOT included with your booth registration fee. This form will be forthcoming in the near future.

Floor plan: A floor plan of the exhibit hall will be distributed when the plan becomes available and is subject to change.





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CONFERENCE ADVERTISEMENTS

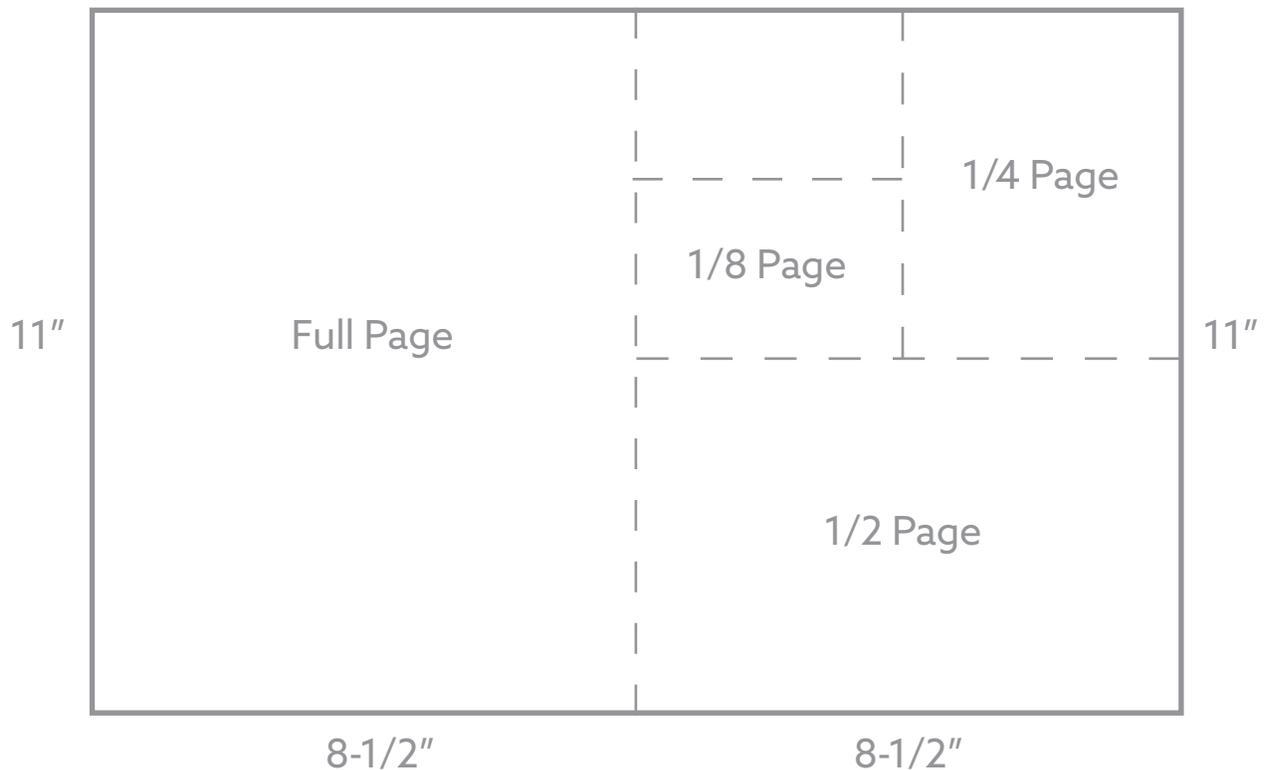
Reach out to the conference attendees and separate yourself from the other exhibitors by placing an ad in the program guide. This program guide is distributed and used by each attendee.

The following advertisement sizes are available in the Conference Program Book:

- Full Page Ad - \$500
- 1/2 Page Ad - \$300
- 1/4 Page Ad - \$200
- 1/8 Page Ad (Business Card) - \$125

Note: Ads will include a border for layout purposes.

Program Book Ad Space





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SPONSORSHIP, EXHIBITOR AND ADVERTISING REGISTRATION FORM

EXHIBITOR INFORMATION – PLEASE PRINT OR TYPE

Company / Organization			
Contact Name / Title			
Street Address		City	State ZIP
Phone	Fax #	E-Mail Address	

YES! We would like to support the APT US&C 53rd Annual Conference at the level indicated below:

- Platinum Level Sponsor** – \$7,500
- Gold Level Sponsor** – \$5,000
- Silver Level Sponsor** – \$3,500
- Bronze Level Sponsor** – \$2,500
- Named Sponsorship Opportunity** – Name of Opportunity _____ Amount _____
- Exhibitor** – Member Rate | Early Bird Registration – \$1,250 (By June 1, 2018)
- Exhibitor** – Non-Member Rate | Early Bird Registration – \$1,650 (By June 1, 2018)
- Exhibitor** – Member Rate | Regular Registration – \$1,450 (By July 1, 2018)
- Exhibitor** – Non-Member Rate | Regular Registration – \$1,850 (By July 1, 2018)
- Exhibitor** – Member Rate | Late Registration – \$1,650 (After July 1, 2018)
- Exhibitor** – Non-Member Rate | Late Registration – \$2,050 (After July 1, 2018)

YES! We would like to advertise in the APT US&C Conference Program Book:

- Full Page Ad** – \$500
- 1/2 Page Ad** – \$300
- 1/4 Page Ad** – \$200
- 1/8 Page Ad (Business Card)** – \$125

We look forward to partnering with you and making the 2018 Annual Conference the best yet!
Please complete this form and mail to:

APT US&C
7044 S. 13th Street
Oak Creek, WI 53154
Fax: 414-768-8001
Email: b.schlevensky@aptusc.org



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ONE-TIME CREDIT CARD PAYMENT AUTHORIZATION FORM

Sign and complete this form to authorize APT US&C to make a one-time debit to your credit card listed below.

By signing this form you give us permission to debit your account for the amount indicated on or after the indicated date. This is permission for a single transaction only, and does not provide authorization for any additional unrelated debits or credits to your account.

PLEASE COMPLETE THE INFORMATION BELOW:

I _____ authorize the Association of Public Treasurers of the United States
(full name)

and Canada to charge my credit card account indicated below for _____ on or after _____.
(amount) (date)

This payment is for _____.
(description of services)

Billing Address _____ Phone _____

City, State, Zip _____ E-mail _____

Account Type: Visa MasterCard AMEX Discover

Cardholder Name _____

Account Number _____

Expiration Date _____

CVV2 (3 digit number on back of VISA/MC, 4 digits on front of AMEX) _____

Signature _____ Date _____

I authorize the Association of Public Treasurers of the United States & Canada to charge the credit indicated on this authorization form according to the terms outlined above. This payment authorization is for the goods/services described above, for the amount indicated above only, and is valid for one time use only. I certify that I am an authorized user of this credit card and that I will not dispute the payment with my credit card company so long as the transaction corresponds to the terms indicated on this form.